

ORDER

Orders	Order / Rev: <u>721421</u>						
	Alt Order #:	<u>06367910</u>					
	Product Desc:	<u>CONG LEADERSHIP FUND</u>					
	Estimate:	<u>3348</u>					
	Flight Dates:	<u>10/26/12 - 11/06/12</u>					
	Original Date / Rev:	<u>10/10/12 / 10/10/12</u>					
	Order Type:	<u>Political</u>					
		Primary AE:	<u>Joe Knauer</u>				
		Sales Office:	<u>T-WAS</u>				
		Sales Region:	<u>NAT</u>				
Agency	Name: <u>American Media & Advocacy Grp/ POI</u>						
	Buying Contact:	<u></u>					
	Billing Contact:	<u></u>					
		Billing Type:	<u>Cash</u>				
		Billing Calendar:	<u>Broadcast</u>				
		Billing Cycle:	<u>EOM/EOC</u>				
		Agency Commission:	<u>15%</u>				
Advertiser	Name: <u>Congressional Leadership Fund</u>						
	Demographic:	<u>A35+</u>					
	Product Codes:	<u>IS-Candidate/US House</u>					
	Priority:	<u>P-5</u>					
	Revenue Codes:	<u>AGY, GEN, POL</u>					
		New Business Thru:	<u></u>				
		Order Separation:	<u>00:15:00</u>				
		Advertiser External ID:	<u></u>				
		Agency External ID:	<u></u>				

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	16	\$30,875.00	\$26,243.75	October 2012	16	\$30,875.00	\$26,243.75	0.00
10/29/12	11/06/12	67	\$112,525.00	\$95,646.25	November 2012	67	\$112,525.00	\$95,646.25	0.00
					Totals	83	\$143,400.00	\$121,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/26/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-----F--	:30	2	\$1,000.00	P-5	0.00	NM	4	\$4,000.00
	ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		2	\$1,000.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		2	\$1,000.00			0.00					
E 2	WKYC	10/26/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	-----F--	:30	1	\$375.00	P-5	0.00	NM	2	\$750.00
	CH 3 NEWS	430A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		1	\$375.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		1	\$375.00			0.00					
E 3	WKYC	10/26/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-----F--	:30	2	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
	CH3 NEWS	SUNRS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		2	\$1,200.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		2	\$1,200.00			0.00					
E 4	WKYC	10/26/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	-----F--	:30	1	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
	DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		1	\$2,000.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		1	\$2,000.00			0.00					



WKYC

Order / Rev: 721421
Alt Order #: 06367910
Flight Dates: 10/26/12 - 11/06/12

Advertiser: Congressional Leadership Fund
Product Desc: CONG LEADERSHIP FUND
Estimate: 3348

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WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 SU MRN NWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12		-----S			1	\$2,500.00				0.00					
Week:	10/29/12	11/04/12		-----S			1	\$2,500.00				0.00					
E 16	WKYC	11/01/12	11/01/12	M-F 4-5p		CM	4p-5p		---T---	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		---T---			2	\$1,000.00				0.00					
E 17	WKYC	11/01/12	11/01/12	M-F 430a-5a		CM	430a-5a		---T---	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		---T---			1	\$375.00				0.00					
E 18	WKYC	11/01/12	11/01/12	M-F 5-6a		CM	5a-6a		---T---	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
Channel 3 News @ 5AM																	
CH3 NEWS SUNRS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		---T---			2	\$1,200.00				0.00					
E 19	WKYC	11/01/12	11/01/12	M-F 5-6p		CM	5p-6p		---T---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
Dr. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		---T---			1	\$2,000.00				0.00					
E 20	WKYC	11/01/12	11/01/12	M-F 7-9a Today		CM	7a-9a		---T---	:30	3	\$2,500.00	P-5	0.00	NM	3	\$7,500.00
Today Show																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		---T---			3	\$2,500.00				0.00					
E 21	WKYC	10/30/12	10/30/12	M-F 4-5p		CM	4p-5p		-T-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
Ellen Degeneres																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		-T-----			2	\$1,000.00				0.00					
E 22	WKYC	10/30/12	11/06/12	M-F 430a-5a		CM	430a-5a		-T-----	:30	1	\$375.00	P-5	0.00	NM	2	\$750.00
430a News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		-T-----			1	\$375.00				0.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	11/05/12	11/11/12		-T-----			1	\$375.00				0.00					
E 23	WKYC	10/30/12	11/06/12	M-F 5-6a		CM	5a-6a		-T-----	:30	2	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
Channel 3 News @ 5AM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		-T-----			2	\$1,200.00				0.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	11/05/12	11/11/12		-T-----			2	\$1,200.00				0.00					
E 24	WKYC	10/30/12	10/30/12	M-F 5-6p		CM	5p-6p		-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
Dr. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		-T-----			1	\$2,000.00				0.00					
E 25	WKYC	10/30/12	11/06/12	M-F 7-9a Today		CM	7a-9a		-T-----	:30	3	\$2,500.00	P-5	0.00	NM	6	\$15,000.00
Today Show																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		-T-----			3	\$2,500.00				0.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	11/05/12	11/11/12		-T-----			3	\$2,500.00				0.00					
E 26	WKYC	10/31/12	10/31/12	M-F 4-5p		CM	4p-5p		--W---	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
Ellen Degeneres																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12		--W---			2	\$1,000.00				0.00					

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Totals 83 \$143,400.00